

Birth of a Nation Visitors

are invited to visit our
New Store

Madden's

TWO PHONES

Call 155 for Main Floor
186—for Ready-to-Wear
Millinery and Shoe Departments

A Different Story of Womens' Easter Fashions

Year in and year out, as all women remember, the fashions always had, approaching Easter Time, some sort of definite "note" or "trend" usually delightful in itself and delightful for the woman whom it suited, but less so for the woman whom it didn't happen to suit.

In preceding years, each season brought forth some one particular style which predominated, and there were only a few women each year whom the prevailing style suited.

This Season's Fashions are a Little of Everything

1916 Easter Fashions are wearable, are practical, are charming, but beyond and above that, they are so varied that there is hardly any woman who cannot find among them some particular thing that suits her as if it had been designed for her alone.

A visit to Madden's Garment Section will Convince You How True This is



Taffeta Dresses

These we show in Fancy Stripes and Plaids with Georgette combinations. Fashion's mandates as to Spring Frocks are as capricious as they are charming, and as a result, there are modes that appeal to every woman's fancy.

Silk Jersey Sport Suits

Very smart, shown here in Purple, Green, Rose and Copen. Made with full skirt and belt effect, with buttons to match as a trimming. Prices \$34.50 to \$38.50

Sport Coats of White Chinchilla

STRIKINGLY ATTRACTIVE MODELS, CLEVERLY STYLED AND IRRESISTIBLY PRETTY

\$15, \$17.50, \$20

Silk Jersey Sport Coats

Beautiful effects in stripes, Navy and Gold, Gold and White. A collection that will delight the most fastidious woman.

Prices \$12.75 to \$15.00

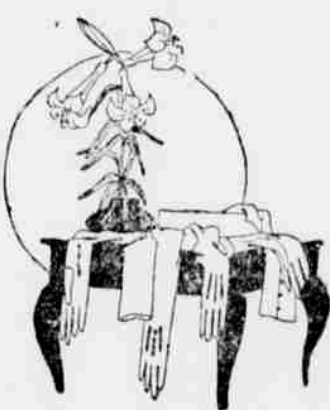
Silk Petticoats

By far the largest and most varied assortment Madden's has ever shown. These are new arrivals. We show every color of the rainbow, and no matter what color or particular shade your dress, we have a Petticoat to match.

Craneable effects, Pompadour and Fancy Stripes in Silk, \$4.50 to \$10.00

Large showing of cheaper ones in other materials.

Gloves for Easter



White kid with black stitching \$1.50 and \$2.00

Long Silk, both black and white, \$1.00 and \$1.50

Our black Kid at \$1.50 is giving perfect satisfaction. We fit them.

Pretty New Hair Ribbons
19, 25 and 35 cts. yd.



We have lately added a complete stock of

Pattern Hats

Our buyer has been in the eastern markets for the past three weeks. Each of these hats is his own personal selection. Nothing but new shapes are shown.

Sport Hats, Fancy Dress Hats, Plain Sailors and Sailors with Fancy Stripes

**We Employ No Trimmer
NO CHANGES MADE**

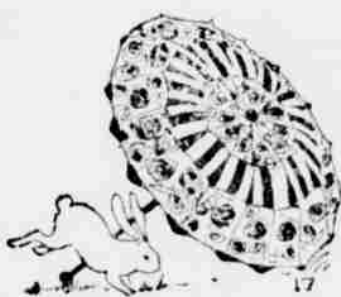
**Prices range from
\$1 to \$13.50**

Womens' Silk Hosiery

The new Ivory shades, Bronze, Flesh, Pearl. A variety of colors, in the stripes, and the stripes run around, too. Also the blacks and whites.

\$1, 1.25, \$1.50

Fancy Parasols



Loud effects this season, with Black and White combinations in much favor. A new shape is being shown. It is called the Chin-Chin, while a slightly different one is called the San-Toy. These are highly colored, and some have arm cords to match.

Prices are in keeping with quality, and Madden's policy of giving value received.

SLIPPERS

WHITE OR COLORS

Bright and Dull Kid Slippers; Patents and Calf Skin Plain and Beaded Effects

IVORY KID PUMPS

The New "GABY" Pattern. Light, Stylish and Snug Fitting (Ivory Hose to Match.)

WHITE SLIPPERS FOR THE MISS

As well as Patents with the Black or White Soles

Style and Quality at Common Sense Prices

Madden's

Silk Kimonos

A new shipment just received. Beautiful and gorgeous effects in Crepe, Crepe Silk, Taffetas and Messaline. The designs are exceptional for their oddity and lovely blending of shades.

\$1 to \$15

Any and all colors are in stock